

GE Healthcare

# Centricity Group Management

Complex challenges demand  
proven solutions



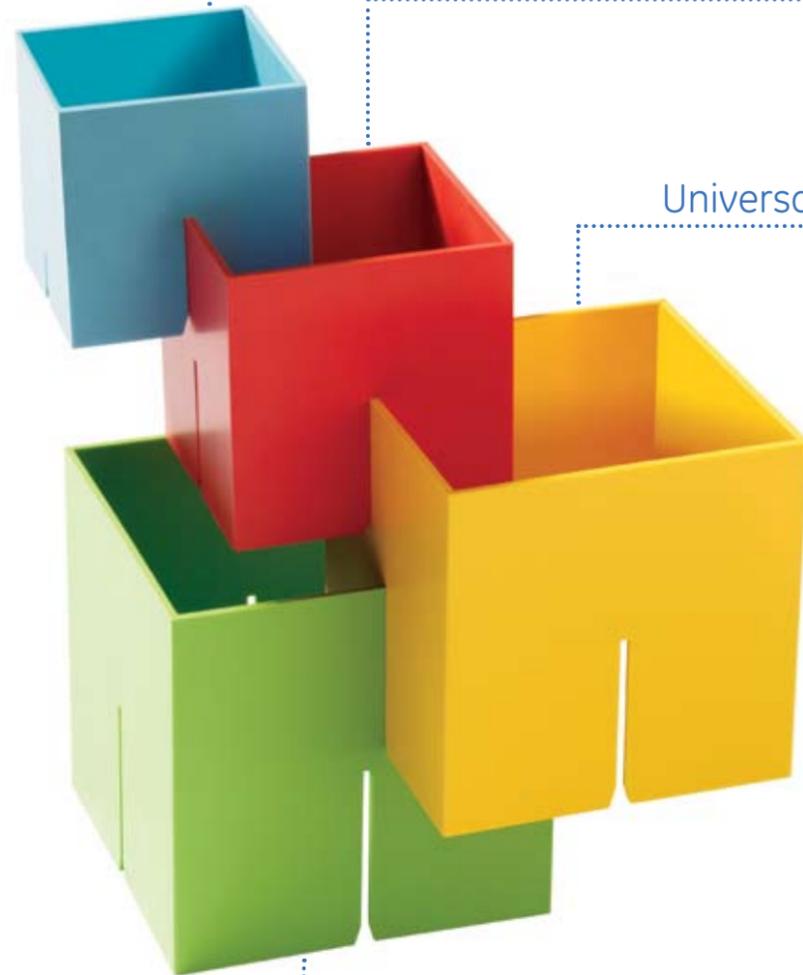
# Turn information into insight

Complete control of the revenue cycle

A patient-centered design

Universal connectivity

A heritage of success



## Proven performance in some of the most sophisticated practices

Group Management is part of Centricity® Practice, a family of solutions from GE Healthcare that provide a 360-degree view of your patients with smart, flexible tools that help you raise the bar on care quality and practice profitability. Leveraging more than 30 years of experience in providing innovative, secure and reliable healthcare information management systems, Centricity Group Management is especially suited to physician practices, anesthesia billing firms and large billing companies.

Group Management delivers best-in-class patient management, financial management and decision support solutions to some of the most sophisticated, successful and prestigious healthcare organizations in the United States. The Group Management community includes more than 550 medical practices and hospital-based management service organizations across the entire continuum of care.

“Centricity Group Management is the “Cadillac” of billing systems, and it is integral to our organization’s future. Group Management provides the capabilities, options and tools to adapt to your business needs - now and as they change.”

Deborah Naegle  
Prime Receivables



# Growing. Ever-changing. More and more complicated.

If these words describe the financial and administrative challenges your healthcare business faces, GE Healthcare has the technologically sophisticated solutions that can help you advance the financial performance of your practice while enhancing your patients' overall experience.

GE Healthcare delivers robust practice management solutions to physicians, executives, business managers and users.

Centricity Group Management helps provider organizations manage costs and enhance patient care with leading software technology, a unique, patient-centered approach to product development and greater connectivity to other information management systems and patient data sources.

Group Management offers a proven solution for the complex business challenges of healthcare, as shown by the fact that:

- Group Management is based upon best practices developed from over three decades of experience in system workflow design.
- Group Management solutions are installed in more than 550 customer sites representing both group medical practices and physician service organizations.
- Group Management solutions have a long track record of dynamic growth, offering GE customers a simple way to stay abreast of the latest technologies.
- Group Management solutions have produced demonstrable results in some of the most sophisticated group practices across the country.

## Key capabilities

### Patient management

- Includes secure patient web access to pre-arrival, scheduling and other key components
- Gives patients 24/7 access, speed, security and convenience with online options
- Provides automatic or manual scheduling options, accesses patient registration information and maintains provider schedules
- Offers front-desk encounter management
- Provides online eligibility checking and result verification prior to patient arrival
- Delivers patient-centric customer service tools to efficiently handle patient inquiries

### Reporting management

- Provides a high-integrity database which allows extensive and flexible standard reporting packages
- Allows web publishing of data for access by practice management and physician owners
- Enables OLAP access to SQL-compliant database for flexible reporting and integration

### Financial management

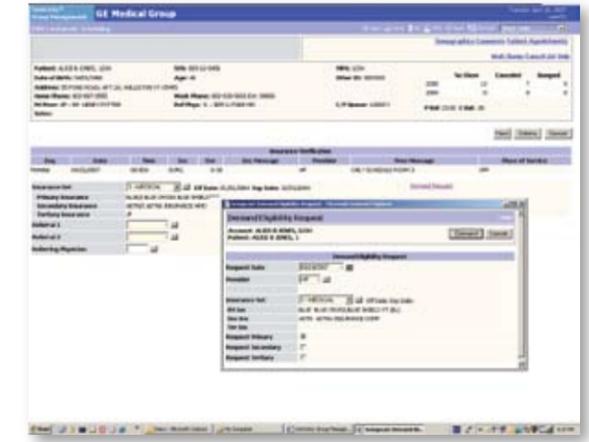
- Offers seamless, easy-to-use functionality, including referral management, advanced collections and quick-access document imaging
- Assures accuracy and efficiency through sophisticated insurance coordination, open item billing and automated or manual remittance posting options
- Includes automated alerts to help ensure accurate demographic data
- Meets managed care challenges with easy and efficient access to web-based information, including referrals and eligibility checks
- Delivers a HIPAA-ready strategy for private, secure information exchange

### Electronic Data Interchange (EDI) excellence

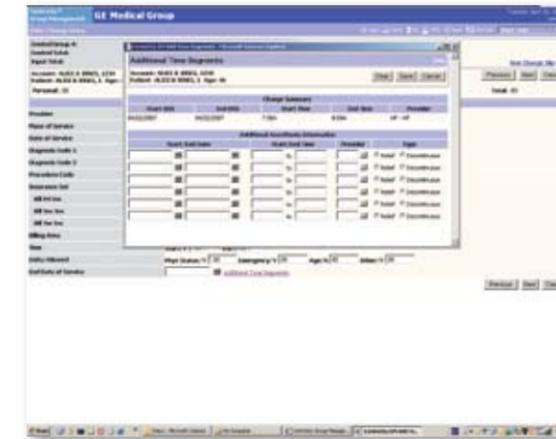
- Group Management features full integration with Centricity EDI Services, a web-based, comprehensive, all-payer claims management solution
- EDI Services speeds collections with electronic claims remittance to over 1,000 health plans, using state-of-the-art claim scrubbing and extensive claim tracking functions
- Real-time or batched eligibility requests can be sent to GE's payer network for immediate response, helping avoid difficult collections



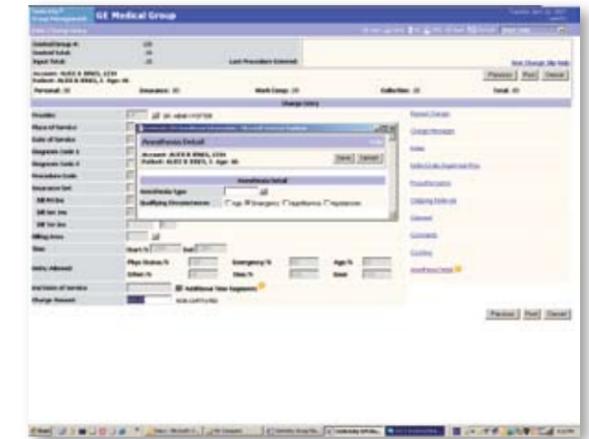
Centricity Group Management's web-based launch portal is easily customized to maximize a practice's workflow. Out of the box, main menus include links to the most-used patient and financial management functionality, making Group Management extremely easy to navigate.



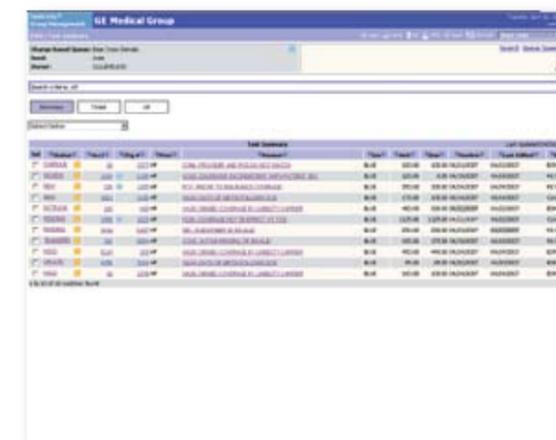
With seamless integration to Group Management, Centricity EDI Services is a key contributor to a practice's financial health. EDI Services includes the ability to perform eligibility requests at the point of service and receive a real-time response from the more than 1,000 health plans connected to the GE payer network.



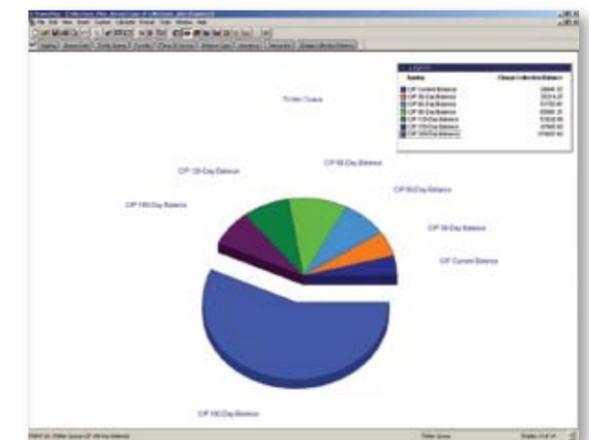
Group Management's rich and nuanced anesthesia billing capabilities include features such as the ability to allow discontinuous time intervals for procedure coding.



To assist in data capture for proper coding, Group Management's detailed anesthesia billing workflows include options for recording qualifying circumstances such as Age, Emergency, Hypothermia or Hypotension.



Task Management provides the ideal interactive online model to help organizations focus on problems in the revenue cycle and maximize reimbursements. Pre-determined task management pushes revenue cycle problems to the appropriate staff for timely follow-up. Through greater efficiencies in operations, staff can work a greater volume of claim problems on a daily basis, maximizing recovery efforts.



Group Management's SQL relational reporting tools allow for a series of "knowledge sets" that allow organizations to look at various aspects of their business in order to make accurate business decisions. The easy-to-use interface allows you to analyze trends over time in order to understand key business dynamics.

# Patient centered design

- Maximize revenue
- Reduce cost of operation
- Improve patient service
- Advance practice performance
- Demonstrate return on investment

Healthcare is increasingly driven by consumers. Payers are offering consumers a greater choice of providers. Consumers are demanding higher service levels, and they are using the Internet to research their healthcare options. Practices are

becoming savvy marketers and building recognizable consumer brands. The future of practice management centers on delivering outstanding service to patients, whether they are on the phone, in the waiting room, in the exam room or at home reviewing their information.

GE Healthcare puts you in a position to capitalize on the consumer-driven revolution with our Patient Centered Design approach. Patient Centered Design puts the patient at the core of all Group Management workflows, and optimizes features and functionality in light of their impact on that patient's experience with the provider organization.

This innovative design philosophy abandons the outdated rules of arranging systems by functions such as scheduling, billing or A/R management. Instead, it views practice management through the eyes of patients, positioning them at the center of a well orchestrated care process. Built on our extensive experience and understanding of group practices, our Patient Centered Design principles also lead to simplified system workflow from the clinician, administrator, user and partner points of view using the latest HTML/Java graphical interface tools. Drawing on the intuitive design principles users see on websites every day, this unique approach makes Group Management an easy-to-use solution that is built to provide the best overall patient experience.

Patient Centered Design focuses Group Management – the hub of patient information at your practice – on patient satisfaction – one of your most critical success factors. As the healthcare market develops and new demands for systems emerge, Patient Centered Design will guide Group Management in the development of new technologies to manage new challenges.



# Universal connectivity

Universal connectivity means exchanging information with a practice's business and clinical partners. Universal connectivity means choosing the information solution you want rather than being forced to choose one that does not meet your needs. Universal connectivity means creating an integrated information architecture for maximum efficiency and business performance.

Group Management is committed to achieving universal connectivity throughout its entire suite of solutions. Today, that commitment is best demonstrated by Centricity EDI Services. Using a single Internet connection, EDI Services' web-based claims and remittance improves data quality and streamlines business processes by linking practices to sophisticated mailing services and other businesses.

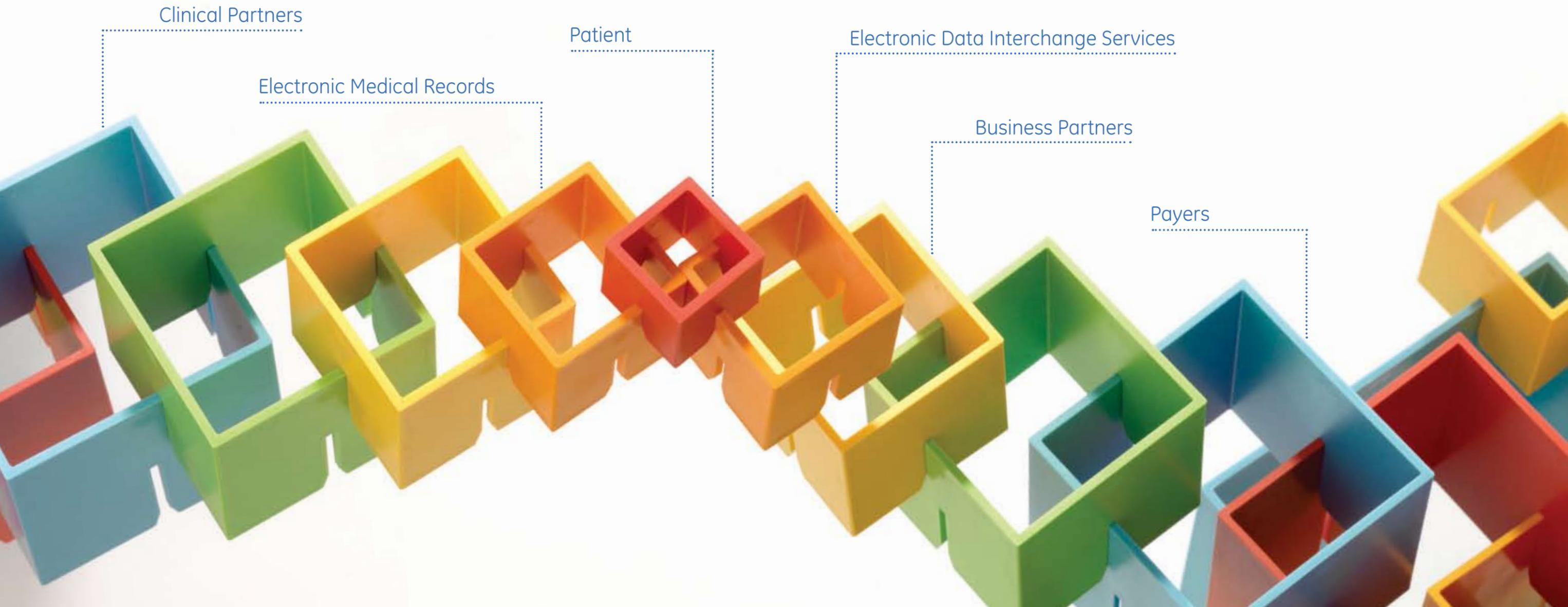
Group Management also delivers workflow and data integration with electronic medical records such as Centricity Electronic Medical Record (EMR), allowing practices to easily maintain a single patient record.

As we move forward, our commitment to universal connectivity will extend to emerging technologies that enable systems to communicate securely. From today's data exchange to tomorrow's web services, Group Management will offer a portfolio of integration tools that can be effectively deployed by practices to achieve the connectivity demanded by leading healthcare organizations.

Integration is a start. Universal connectivity is the goal. Group Management is dedicated to becoming the hub that links an entire practice's information flow.

"With Centricity Group Management and the EDI Services solution, Commonwealth has seen efficiency skyrocket. Just nine months after implementation, our days in A/R had improved by 20 percent. In the first year, we recognized an estimated overall staff savings of \$281,970. Commonwealth is positioned to carry out our vision of adding more anesthesiology practices without dramatically increasing staff or technology costs, through the revenue cycle management expertise of Centricity."

Bruce Donald  
Commonwealth Anesthesia Associates



# A heritage of success

You can be comfortable choosing GE, knowing you're gaining access to a depth and breadth of experience unmatched in the healthcare industry. With Centricity Group Management, you're choosing a partner who will support your growth now and well into the future.

For nearly four decades, physician practices, anesthesia billing firms and large billing companies have chosen Group Management with confidence. As our customers have grown, Group Management has grown with them, constantly incorporating customer feedback into new releases and enhanced features.

Group Management customers can also depend on our reliable, dependable support long past their initial implementation. GE is a leader in Six Sigma methodologies that promote rapid implementation and world-class training, service and support. Plus, our support for mid-size group practices is ranked Best in KLAS – our experienced staff will be there for you, helping you keep the revenue cycle running smoothly.



When you choose Group Management, you're also gaining access to a company with the resources to help you achieve all of your organization's goals. The strength of GE Healthcare extends far beyond the world of information technology, from medical imaging and diagnostics to patient monitoring systems, drug discovery, and biopharmaceutical technologies. The comprehensive capabilities of GE Healthcare systems are enabling healthcare professionals around the world to discover new ways to predict, diagnose, treat and monitor disease earlier.

When you go digital with GE, you can rest assured, knowing you've partnered with a capable, financially stable company that shares your vision for healthcare transformation. GE is the only company listed in the Dow Jones Industrial Index today that was listed in the original index in 1896. Throughout the past century, GE Healthcare has led many medical breakthroughs, including the recent creation of the first all-digital hospital.

With GE, you have a trusted partner you can rely on for the long term to help you turn information into insight – improving the healthcare you practice today, and preparing for the challenges of tomorrow.

# Centricity connects it all together...

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from revenue cycle acceleration to clinical workflow optimization. Centricity is facilitating a new level of connectivity, enhancing the reliability of the patient-centered workflow, and turning information into insight for every member of the caregiver community.

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## Healthcare Re-imagined

GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world to discover new ways to predict, diagnose and treat disease earlier. We call this model of care "Early Health." The goal: to help clinicians detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine.

GE Healthcare  
540 W. Northwest Highway  
Barrington IL 60010  
U.S.A.

[www.gehealthcare.com/centricity](http://www.gehealthcare.com/centricity)  
[centricitypractice@ge.com](mailto:centricitypractice@ge.com)



imagination at work



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